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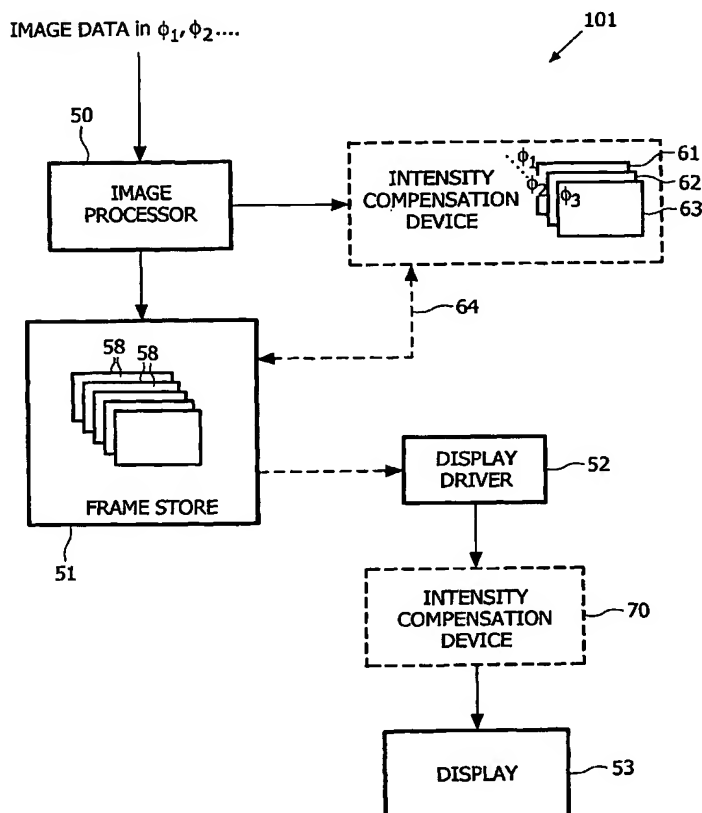
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(54) Title: OPTIMISING BRIGHTNESS CONTROL IN A 3D IMAGE DISPLAY DEVICE



(57) Abstract: A display device for displaying a three dimensional image such that different views are displayed according to the viewing angle has a display panel with a plurality of separately addressable pixels for displaying said image. The pixels are grouped such that different pixels in a group correspond to different views of the image. A display driver controls a transmission characteristic of each pixel to generate an image according to received image data. The drive signals applied to each pixel in the display panel are adjusted using intensity correction values that vary the optical transmission of each pixel within a group so as to produce an intensity for each point in the image that is independent of viewing direction.



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